

## SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR A COLLABORATIVE PROTOCOL

### ABSTRACT

A system, method and computer program product are provided for affording customer-centric collaborative decision making in a business-to-business framework. Initially, a minimum set of attributes is defined. Thereafter, first information regarding each of the minimum set of attributes is received from a receiving business. Second information is then received regarding proposed products or services in terms of the minimum set of attributes. Such second information is received from a supplying business. In use, a decision process is executed based on the first information and the second information as to which products or services is suitable for the receiving business.

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